

P L A N O F A C T I O N

for

MEMORIAL CHURCH OF ST. PAUL
OVERBROOK, PHILADELPHIA, PA.

MODERNIZATION PROGRAM

THE REVEREND NATHANIEL C. ACTON
RECTOR

April 17 to May 26
1961

Dear Fellow Worker for St. Paul's Church:

You who are the canvassers are the key to success in our Improvement and Modernization program. Without your devoted assistance we can accomplish little.

Unless we as a parish rise to seize this opportunity to move forward, it will pass us by. Opportunities once lost, seldom if ever return.

Careful preparation has been made for this solicitation. Each announcement to the parish membership, oral or written, has been thoughtfully constructed with the hope that your visits will be pleasant and productive.

The material given you in this booklet is the result of years of experience in this specialized field. It provides you with a clear understanding of the challenges we face and how we may meet them.

You do not ask for yourselves; you represent our Lord's work in this Parish. Your visit to enable every family to meet a personal need to give sacrificially and regularly, according to ability.

I bid you to go forth in the strength of the Lord God, to go forth with confidence, so that our Church may move forward with new vigor and new power.

May God bless you as you labor in His name.

Faithfully your Rector,

Nathaniel C. Acton
Nathaniel C. Acton

THE NEEDS

For several years the inadequacies of our outmoded facilities have been quite apparent to most of us. The subject has been discussed frequently by members of the various Church organizations and numerous other concerned parishioners. They have been unanimous in recommending that we undertake a major program of modernization and improvement to correct the situation.

Until recent weeks no definite planning ever materialized from these discussions and proposals. Finally your Vestry, realizing that any further delay in this necessary program would only add to the total cost, voted to proceed with this campaign for funds.

The needs are many and of great importance. Here is a numerical list of the ones demanding first attention:

1. The Church roof. Some new sections are necessary; other areas carefully inspected and thoroughly re-conditioned. This work must be done now.
2. A completely new organ console and replacement of old and worn parts in the organ pipes and controls. We do not need an entire new organ installation. In fact, experts have stated that our present organ will be even better than a new one when this work is finished.
3. Replacement of obsolete and dangerous electrical wiring and controls.
4. Modern washrooms in the Parish House. Our sanitary facilities are deplorable.
5. Extensive plastering throughout the Parish House. This need is readily noticeable and getting worse.
6. Complete caulking and waterproofing of both buildings. Like the roof, this must be done before the heavy storms of next fall and winter.
7. Several windows must be completely replaced. Sills are rotted beyond repair.
8. Sections of new flooring. In addition to floor boards and joists, we have evidence of termite infestation.
9. Painting of both Church and Parish House, interiors and exteriors.
10. Replacement of badly worn carpeting in the Church. A number of new seat cushions are also past due.

TYPE AND SCOPE OF THIS CAMPAIGN

In order to secure maximum results in the Program, we will conduct between now and May 26, 1961

An

organized

individual

face-to-face

canvass

in the homes

for weekly pledges to

The Modernization Fund

over a period of 156 weeks,

beginning June 11, 1961

Organized solicitation will be limited to member-families, interested former members, parents of Church School children -- and other individuals and/or families who consider themselves affiliated with or use St. Paul's Church but who are not on the Parish list.

There will be no mail solicitation, except for those too far away for physical contacting.

There will be no group solicitation.

Families will be called upon in their homes by members of the canvass organization.

Pledges on a weekly basis will be sought as a general rule.

The reason for weekly pledges is twofold:

1. The Church, through the envelope system, is gauged to handle offerings on a weekly basis.
2. Weekly giving, in most cases, enables one to give more for his church than by other methods of giving. It places the giving in its proper perspective.

OBJECTIVES

1. To obtain three year pledges that represent true sacrifices from everyone.
2. Through the medium of securing a high standard of giving, we will produce a stronger and more profound understanding of stewardship in furthering Our Lord's work.
3. To secure, through dedicated service to our Church, a greater and lasting spirit of cooperation and fellowship among our families.

PROCEDURE

The methods used in this canvass are the result of long and comprehensive experience in the church field. Success will be measured by our degree of acceptance of those methods and techniques despite our instinctive desire to resist some of these recommended practices.

1. ENLIST LEADERSHIP

It is of paramount importance that the leaders of the Church in stewardship be enlisted to guide the Campaign Committee. Those men, through giving of their Time, Talents, and Treasure, will set a realistic example of sacrifice for the rest of the organization.

2. ESTABLISH A HIGH STANDARD OF GIVING

Equal sacrifice and not equal pledges will be sought. Each pledge card carries a stub which contains helpful information for the canvasser. It tells us the status of each family and/or individual in relation to our Parish. "Member", "Non-Member", "Children in Church School", have been indicated wherever possible. Also, each stub shows the amount now being given to Church Budget and what method of payment is used. This figure will be of help to the canvasser, as well as the family being visited, in discussions relative to our needs and what could be a reasonable financial part in their fulfillment. Any general idea of the giving ability in each case should be of assistance to the Canvasser in leading his prospect to the right decision. Every team member should be in a position to reveal his own pledge if necessary. Remember, our interest in our spiritual life can usually be measured by our giving according to ability to give.

3. OBTAIN SACRIFICIAL PACE-SETTING PLEDGES

The Parish, generally, will sacrifice only to the degree that the Canvass Committee members set a challenging pace by their own pledges. No person will be asked to visit others until he has signed his own pace-setting pledge.

4. HOLD A PARISH DINNER

Our Parish Dinner will be served on Monday, May 15th, at 7:00 P.M., in Holy Apostles Parish House, Remington and Dover Rds., Penn Wynne. This dinner is based on the Pentecostal concept of "All men being in one place, at one time, to think and talk and pray together about one thing".

5. SACRIFICE OUR TIME

Only by giving priority to the Canvass can we achieve maximum results. This is a most important program. Financially we are making an investment in it, by engaging professional help. Therefore, it would indeed be false economy to incur this obligation without matching it in hours of time.

a. 100% attendance will be sought at all Committee meetings.

This is absolutely necessary for a successful Canvass.

b. Complete face-to-face canvassing of every prospect should be made, giving special attention to the less active families. The solicitation should not be rushed. It merits a personal visit and also merits time for earnest consideration by each prospect family. Proceed deliberately and carefully; make a second visit where necessary.

6. CREATE AND MAINTAIN PARISH SPIRIT

The primary function of this Canvass is to obtain substantial monetary pledges to our Modernization Fund. This end will be achieved by sacrificial pledges from all the Committee members and by the effort they devote to influencing the Parish at large to make proportionate sacrifices.

The by-product of a family's sacrifice is the motivation to a new sense of stewardship toward their other talents and resources. Their Church interest will be increased. A new sense of brotherhood and cooperation will emerge among the families of the Parish. In short, new leadership will be born in the life of the Church. This can develop and increase in lasting strength if every soliciting member grasps the real meaning of sacrifice and can impart that faith and enthusiasm to those whom they contact.

STANDARD OF GIVING REQUIREMENTS

The degree of success in our Campaign depends entirely upon the size of pledges obtained. This is true because the number of subscribers is limited to our Parish members, Church users, and a few interested friends of St. Paul's. The total amount raised will be a reflection of the Standard of Giving that is established by the PACE SETTING PLEDGES of the men of the Organization.

This fundamental fact should receive our serious consideration when deciding on our own sacrificial giving. By all means, we should resolve to at least equal or surpass the amount suggested for our own family "situation" as shown in the chart on the following page. These suggestions will be incorporated in the Campaign brochure which will be distributed to all members before we conduct the canvass.

Instinctively, we will not pledge more than a fraction of the amount to be raised unless we recognize the following fundamentals:

1. "Giving" is a habit, usually a weak token-giving habit.
2. "Pocket-Book-Protection" is a strong instinct in most of us.
3. Our interests follow our dollars; better-than-token giving will definitely increase our interest in our Church and will enrich our lives.
4. It is easy to criticize, but courageous to give sacrificially.
5. St. Paul's Church is OUR CHURCH and it will be as permanent and strong as WE make it.

WHAT SHOULD WE CONTRIBUTE ?

The Government allows deductions up to 30% of adjusted gross income on gifts to the Church. The Biblical standard of giving has always been 10%, which is called a tithe.

Most of us probably would consider the tithe an impossible financial burden. However, statistics reveal that there are many thousands of tithers - and double-tithers - throughout the Episcopal Church, as well as other communions. Even these high levels of giving are still substantially below the 30% figure permitted on income tax declarations.

In our present appeal, sacrifices of such magnitude are not asked for or expected. We are, however, requested to do this one thing during the next three years: establish our weekly Church giving on a basis which will at least equal the amount shown on the proper income line in the following chart. This scale is figured at slightly more than half a tithe, and is gauged to each family "situation". The suggestions are meant to include total weekly contributions to both The Modernization Fund and Church budget. Here is a typical case:

Mr. and Mrs. X have one child. This places them in column 4 on the chart. Their annual income is \$8,000. By reading along this income line to column 4, you will see that their suggested weekly Church giving is a minimum of \$8.50.

Mr. and Mrs. X are now contributing \$3.00 per week in regular budget envelopes. So, if they accept the chart as their guide, they will pledge at least \$5.50 per week to the Modernization Program for a three year period. The recommended \$8.50, less the \$3.00 they now give, leaves \$5.50. It is as simple as that!

WEEKLY SUGGESTIONS

Total Annual Income	Single Person	Married Couple	Married with one child	Married with two children	Married with three children
4000	5.50	4.25	3.50	2.75	2.00
5000	6.75	5.50	4.75	4.00	3.25
6000	8.00	6.75	6.00	5.25	4.50
7000	9.25	8.00	7.25	6.50	5.75
8000	10.50	9.25	8.50	7.75	7.00
10000	13.00	11.75	11.00	10.25	9.50
12000	15.50	14.25	13.50	12.75	12.00
14000	18.00	16.75	16.00	15.25	14.50

We should consider the chart carefully before arriving at our decisions. Several members of St. Paul's have been consistently above this level of giving over the years, and yet these people have already pledged substantial commitments to the Modernization Fund. They have set the pattern for the rest of us to follow.

Whatever your commitment to your Church, please make it gratefully and willingly, and in faith.

SCHEDULE OF MEETINGS

<u>WHEN AND WHERE</u>		<u>WHO</u>	<u>WHAT</u>
Saturday, April 22 Parish Hall	10:00 A.M.	Executive Committee	Captains selection and discussion
Sunday, April 30 Parish Hall	8:00 P.M.	Executive Committee and Captains	Team Members selection and discussion
Monday, May 8 Parish Hall	8:00 P.M.	Full Committee	Indoctrination
Monday, May 15 Holy Apostles Chapel Remington & Dover Rds.	7:00 P.M.	All adult members and friends	Parish Dinner
Friday, May 19 Parish Hall	8:00 P.M.	Full Committee	Assignments
Sunday, May 21 Church	11:00 A.M.	Full Committee	Commissioning Service
Sunday, May 21 All Homes	2 - 6 P.M.	All Campaign workers	Parish-wide Canvass
Sunday, May 21 Parish Hall	7:30 P.M.	Full Committee	Report Meeting

Between Thursday, May 11 and Thursday, May 18, Captains should hold an informal Team meeting.

All Captains' pledges to be turned in by Division Leaders before 6:00 P.M., Monday, May 15.

All Team members' pledges to be obtained by Captains before the assignment meeting on Friday, May 19.